



10 Ways to Celebrate National Farmers Market Week!

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In celebration of **National Farmers Market Week, August 7-13, 2016**, we want to help you highlight the many reasons why farmers markets are more than just a place to find fresh, local food. Across the country, evidence shows farmers markets are significantly improving the health and well-being of their community, economy, and environment. And as support for farmers markets continue to grow, so will the ways their communities prosper. We hope these ideas help you create a fruitful week of celebration!

*Need help planning
your celebration?*

Contact us!

info@IdahoFMA.org

10 Ways to Celebrate NFMW

-  **Declare National Farmers Market Week in your community!** Invite an elected official or special guest to read the celebratory proclamation from Governor Otter. [\[Find the proclamation on our website!\]](#)
-  **Distribute a Press Release to Local Media Outlets!** Share any special events your market is having and our press release with local media contacts. [\[Find a press release template on our website!\]](#)
-  **Host Special Events!** Kids activities, cooking demos, treasure hunts, and musical acts are just a few ideas to help draw attention to the market.
-  **Advertise Giveaways!** Do you have market swag you can giveaway? Donations from the community? Regardless, we've sent you some "I shop at Idaho Farmers Markets" tote bags to use too!
-  **Share Seasonal Recipes from Idaho Preferred!** Contact Leah Clark (leah.clark@isda.idaho.gov) to receive some printed seasonal recipe cards to give shoppers some new ideas!
-  **#IdahoNFMW!** Encourage customers to post photos, videos and other experiences from your market and tag them with #IdahoNFMW and more.
-  **Design a Market Contest!** Encourage people to explore the market with a treasure hunt, game of bingo, or other fun activity. See if vendors can donate prizes. [\[Find a market bingo activity on our website\]](#)
-  **Earn National Recognition for your Farmers Market!** Encourage vendors, shoppers, and supporters to vote for your market in the American Farmland Trust's Celebration: <http://markets.farmland.org/>
-  **Host Tours!** Engage a group of volunteers to host tours during market hours to help familiarize customers with all the great things your market has to offer.
-  **Share you special events with us!** By informing IFMA and ISDA of your special events we can be sure to share them through social media and beyond!



Idaho Farmers Market Association

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